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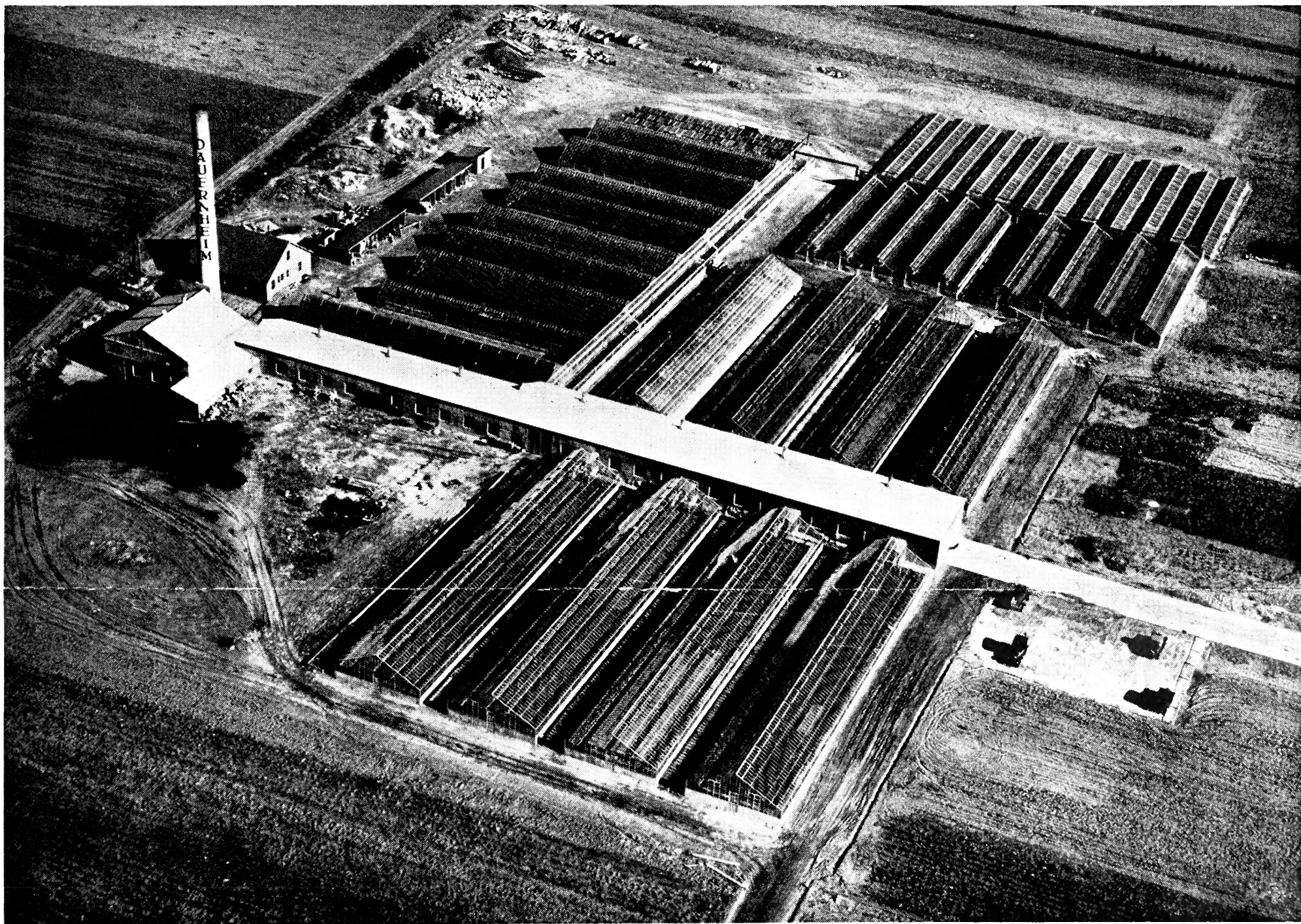


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# *Dauernheim* INC. **FLORIST**

Jerusalem and Wantagh Avenues  
**WANTAGH**  
**LONG ISLAND, N. Y.**  
Telephone: Wantagh 1200-1201  
New York City Telephone: Fieldstone 3-7083



THE ABOVE AIRPLANE VIEW REVEALS OUR  
GREENHOUSES AND GARDENS, COVERING OVER 60 ACRES, LOCATED AT WANTAGH, LONG ISLAND  
(ABOUT 7 MINUTES BY CAR FROM JONES BEACH)

# IT CAN HAPPEN TO YOU!

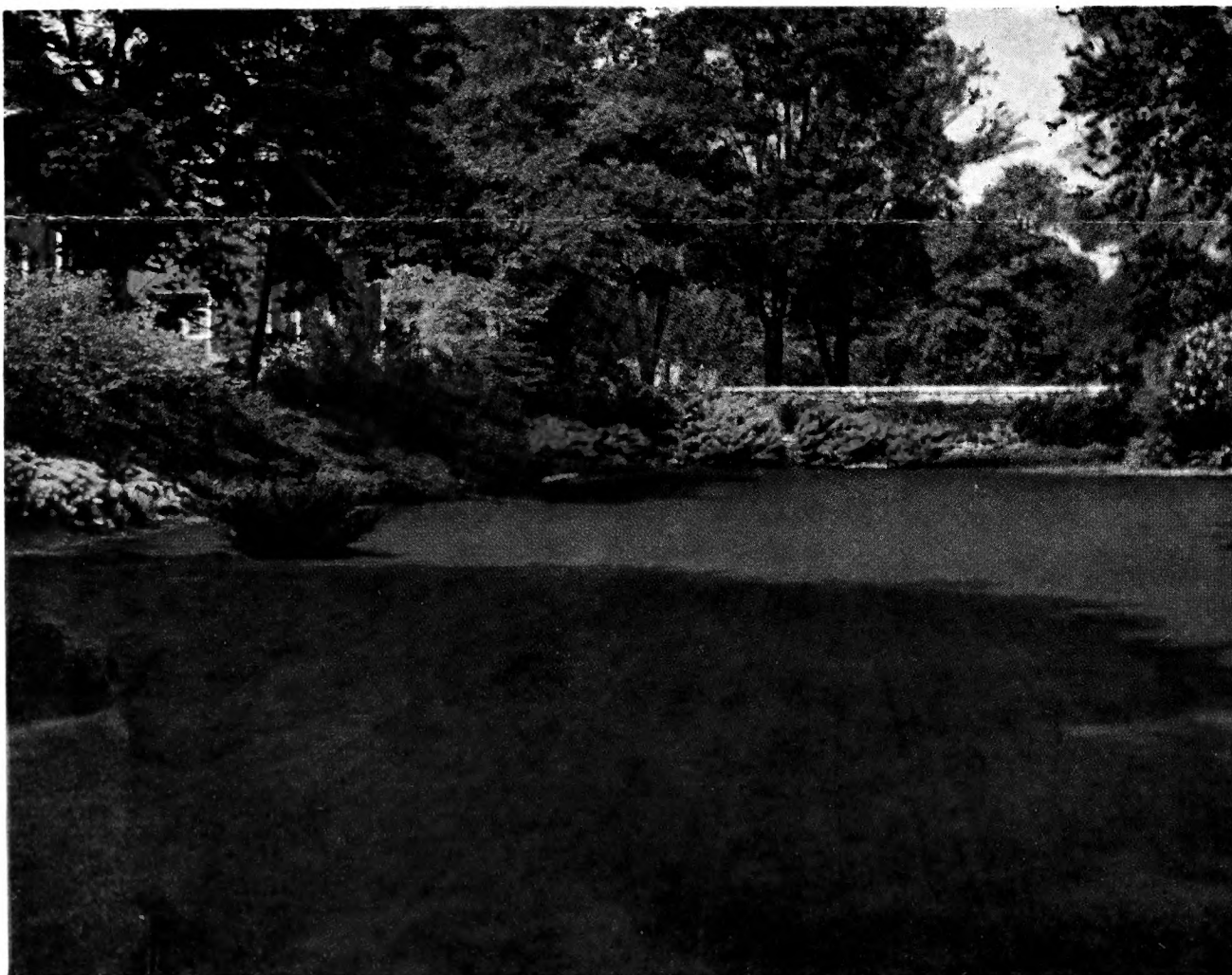
"ONLY GOD CAN MAKE A TREE" wrote Joyce Kilmer in his immortal poem. You, however, can make a lawn that will add immeasurably to your home surroundings.

There are several dependable methods for those who desire the very finest of lawns. Where the area is not too extensive, the *First Choice* naturally is the use of Cultivated Sod. This method produces a lawn as the sod is being laid and, while the initial cost is slightly higher, there is an ultimate saving in its permanency.

For *Second Choice*. Spade up area, apply fertilizer in accordance with requirements disclosed by a soil analysis, sow 1 or 2 cover crops, which are to be worked into ground to provide humus; then seed (preferably in autumn) with Dauernheim's Special Mixture of selected grass seed. This method requires 1½ to 2 years to develop a satisfactory lawn.

For *Third Choice*. To lay ordinary pasture or field sod; or, if lawn is partly established, the following treatment could be provided. Hand weed as weeds appear. Ordinary sod often contains many weed seeds which may take from one to two years to eradicate. Apply several dressings of rich top soil free from weed seeds, and seed with Dauernheim's Special Mixture of selected grass seed.

Following your selection of either of the above methods, there inevitably arises the question of maintenance—a problem which cannot be left to chance or indifferent treatment. We know GRASS as it has long been one of our "pets," if you will. Our advice on the best way to take care of a lawn after its establishment is available to our customers at all times. Come personally or call us on the phone; we are eager to give you the benefits of our experience.



## PRICES:

CULTIVATED SOD, grown from Dauernheim's Mixture of selected grass seeds and raised under the most careful supervision is sold at: \$9.00 per 100 square feet; \$85.00 per 1000 square feet. F. O. B. Wantagh; trucking extra. (Special prices for larger quantities.)

"DAUERNHEIM'S SPECIAL MIXTURE" GRASS SEED. The result of 20 years' experimenting with grass seed mixtures. We believe this is the ideal mixture for Long Island and vicinity. Lb. 70c., 5 lbs. \$3.25, 10 lbs. \$6.25, 25 lbs. \$15.00, 100 lbs. \$58.00.

"DAUERNHEIM'S SHADY MIXTURE" GRASS SEED. Especially suited to shady locations. Lb. 70c., 5 lbs. \$3.25, 10 lbs. \$6.25, 25 lbs. \$15.00, 100 lbs. \$58.00.

The finest endorsement of Dauernheim's sod was given when it was chosen out of a highly competitive field by Ford Motors Company, British Pavilion, Gardens-on-Parade, Federal Building, and American Tobacco Company to beautify all these projects at the New York World's Fair, 1939.

# A Z A L E A S

Their very name visualizes the glory they give the Parkways, and wherever planted, when they break into flower the latter part of May and maintain their regal presence through the early part of June.

The Kurumes, known only of recent years, but rapidly forging ahead to eventually become the choice of the discriminating, are a specialty with us.

They are hardy in this climate if given a slight protection and, of course, care must be exercised in the preparation of the soil and selection of location.

The Kurume Azaleas have been featured in our prize-winning garden displays for the past five years at the International Flower Show, Grand Central Palace, New York City.

## KAEMPFERI HYBRID AZALEAS

*Excellent for naturalistic  
planting in shady locations*

CORAL BELL. Lovely, double, salmon-pink flowers.

SALMON BEAUTY. An exceptionally fine shade of salmon-pink with individual flowers of the "hose-in-hose" type.

SNOW. Glistening pure white.  
One of the hardiest.

BRIDESMAID. Glowing salmon.  
Delicate appearance.

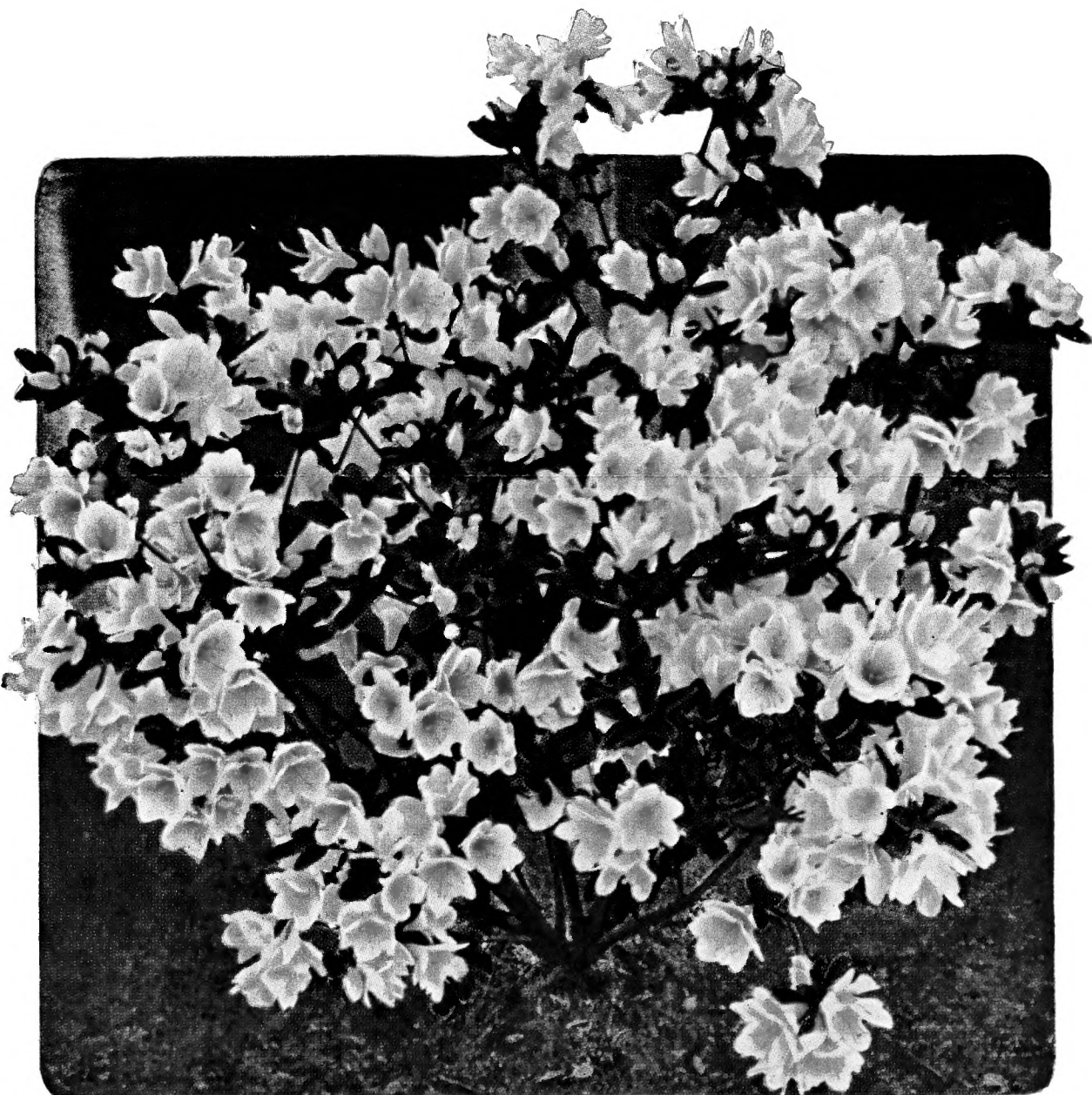
PINK PEARL. Salmon-rose, shading light to center. Graceful.

HINODEGIRI. The most popular of all the red evergreen Azaleas and one of the hardiest. Brilliant.

FLAME. Beautiful shade of madder-red with coppery tinge.

	EACH	Doz.
12 to 15-in. spread	\$1.00	\$10.00
15 to 18-in. spread	1.25	13.50
18 to 21-in. spread	1.75	18.00
21 to 24-in. spread	2.25	24.00
24 to 30-in. spread	3.50	36.00
30 to 36-in. spread	4.00	42.00

	EACH	Doz.
6 to 8-in. spread	\$1.00	\$10.00
8 to 10-in. spread	1.25	13.50
10 to 12-in. spread	1.75	18.00
12 to 14-in. spread	2.50	27.00
14 to 16-in. spread	3.00	33.00
16 to 18-in. spread	4.50	48.00
18 to 20-in. spread	6.00	60.00
20 to 22-in. spread	7.50	80.00
22 to 24-in. spread	10.00	100.00



*Azalea Kurume, Coral Bell*

# ANNUALS · PERENNIALS · ROSES



*Zinnia, Dahlia-flowered*

This production includes over 150 varieties of Annuals and Bedding Plants suitable for our local climatic conditions, as well as some of the "All American Selections."

About 100 varieties of the popular and better-known perennials.



*Dahlia, Coltness Hybrids*

Because of our large quantity production of this plant material, the care exercised in the selection of seed of the better varieties and strains, and our modern and scientific methods of production, Dauernheim products are definitely "different" and better in quality.



*Morning-Glory, Heavenly Blue*

English Ivy, Pachysandra, Vinca Minor (Myrtle.)

*Write us  
for detailed lists  
of above*



*Marigold,  
Guinea Gold*

Roses, including the better varieties of Polyanthas, Climbers, and about 50 varieties of Hybrid Teas.



*Petunia, Glow*